



HARVARD ALUMNI ASSOCIATION SPEAKERS BUREAU PROGRAM GUIDELINES 2016-17

<http://alumni.harvard.edu/haa/clubs-sigs/programs/speakers>

The Harvard Alumni Association (HAA) Speakers Bureau Program provides Harvard Clubs and Shared Interest Groups (SIGs) with the opportunity to host distinguished members of the Harvard faculty and administration.

U.S. and Canadian Clubs and SIGs may request one faculty speaker per academic year. Speakers participating in this year's program can be found online on the [HAA Speakers Bureau website](#).

The participating faculty and administrators are volunteers, and we are very grateful to them for supporting the Speakers Bureau. They generously commit their time and energy to keeping alumni connected to the rich intellectual life of the University, and they receive no honorarium for their efforts. Please keep in mind that each of the participating individuals has limited time and a busy schedule. While it is not always possible to obtain your first-choice speaker, the HAA will do its utmost to accommodate your requests and assist you in planning a successful event.

Please review the guidelines and responsibilities outlined below. If you decide to host a Harvard speaker, please consult with your Club/SIG officers and submit the Speakers Bureau request form by the appropriate deadline. If you have any questions or concerns about the Speakers Bureau, please contact [Ryan Ford](#) in the HAA's Clubs and SIGs office by [email](#) or 617-495-5326.

Speakers Bureau: General Guidelines

1. Speaker request forms must be submitted to the HAA by the following deadlines: **October 10, 2016 for fall 2016 events** and **November 14, 2016 for spring 2017 events**. Please note that once the HAA contacts a faculty member for his/her availability, this is an invitation, *not* an inquiry.
2. If a Club/SIG decides to contact a faculty speaker directly, please notify the HAA in advance and copy our office on all correspondence.
3. Clubs/SIGs must guarantee an audience of at least 40 alumni and guests for the event—and confirm this count to the HAA at least 10 days prior to the event. This minimum number ensures that faculty traveling for the program, as well as club volunteers planning the event, feel that their participation is valuable both to the Club/SIG and to the University. If you are struggling with attendance, please contact the HAA for assistance.

Club/SIG Responsibilities

1. HAA Speakers Bureau request form: Complete this form and identify one person to serve as the event contact person. This person is responsible for managing all dealings with the HAA and the faculty member, arranging logistics for the faculty member, and either serving as the host or designating a host for the faculty member/administrator speaking at your event.

2. **Attendance:** The Club/SIG is responsible for ensuring the program is well attended. A minimum of 40 attendees is required for a Speakers Bureau event. Please begin event announcement and marketing early.

Below are tips on how to market your HAA Speakers Bureau Event:

- Send save-the-date emails or mailers
- Create an event web presence on your Club/SIG website
- List your event in HAA's monthly e-newsletter *eVENTS*
- Post your event on the HAA's social media channels: Facebook, Twitter, Instagram, and LinkedIn
- Use telephone, text, and targeted reminders as needed

Note: If your event is open to all alumni in your local area, you may utilize the HAA broadcast email system in addition to HAA *eVENTS* and social media channels. Please contact the HAA for the format, guidelines, and deadlines for these services.

3. **Speaker arrangements:** The Club/SIG is responsible for the faculty speaker's hotel accommodations as well as transportation to and from the local airport or train station. If the speaker is traveling to a Club/SIG in the Western United States, he or she may require a two nights' stay. Please make all hotel arrangements and confirm that the room has been paid for in advance. Advise both the faculty member/administrator and the HAA when these arrangements have been confirmed. The Club/SIG is also responsible for any special needs the faculty member may have in regards to the event (e.g., audiovisual equipment, dietary concerns, etc.).
4. **Communication:** After the faculty member has accepted the Club/SIG's invitation and before the event, the Club/SIG should send a confirmation letter to the speaker, copying the HAA, or to [Ryan Ford](#). Confirmation details should include:
- Event date and time agreed upon
 - Expected event format and attendance
 - Name and contact information of the host who will pick up the speaker from the airport/train station
 - Event location and address
 - Hotel, address, and confirmation information
 - Dress code, event flow/timing, if there will be an introduction, etc.
 - Audio-visual needs or other special arrangements for the event
5. **Hosting:** As host of the speaker during his/her time in your city, the Club/SIG is responsible for making the trip both enjoyable and rewarding. Recommendations are as follows:
- Pick up speaker from the airport or train station
 - Drive speaker to and from the event
 - Pay for incidentals, such as drinks at a cash bar, etc.
 - If the speaker has family, friends, or colleagues in the area, consider inviting them as guests to the event.

6. Thank you: After the event, please be sure to send a thank you note to the speaker on behalf of the Club/SIG.
7. Feedback: Complete the Speakers Bureau event summary survey that you receive from the HAA following your event. This summary is vital to the program's overall success and the HAA's ability to review speakers. It is one of the only ways the HAA can measure the success of and improve on the program.

Harvard Alumni Association Responsibilities

1. Speaker invitations: After receiving the Club/SIG's completed HAA Speakers Bureau request form, the HAA is responsible for securing a speaker for the Club/SIG.
2. Speaker travel: The HAA arranges and pays for coach-class air travel to/from Boston, as well as ground transportation to/from Logan Airport and other incidental travel costs.
3. Bio, title, and description: The HAA provides the Club/SIG with the speaker's biographical information, presentation title, and event description for marketing.
4. Marketing support: On a case-by-case basis, the HAA can support event marketing for groups that do not message their own membership by sending a broadcast email on behalf of a Club/SIG to all alumni in the club area a few weeks in advance of an event. The HAA can also assist in promoting the event in the monthly *eVENTS* e-newsletter and on the HAA's social media channels (Facebook, Twitter, Instagram, and LinkedIn) as appropriate. For all event marketing, the sponsoring Club/SIG is responsible for creating and sharing the message content and the preferred date to send the message. (Please note that this email is in addition to the one broadcast email per Club/SIG allocated in accordance with the current Clubs and Shared Interest Groups office broadcast email policy.)
5. Briefing the faculty member: The HAA provides briefings for faculty members/administrators before their trips on all event plans and logistics and serves as a liaison for the sponsoring Club/SIG both before and after the event.